

OCTOBER 13, 1895.

ANOTHER RIPPLE

ON THE ORDINARILY PLACID SURFACE OF RICHMOND MERCHANTISING.

A BARGAIN SALE

that in its mighty swell will top the greatest tidal wave of low prices that our public has ever known. The untiring energy of an army of buyers backed by years of scientific experience pushes thousands of packages to the shores of our city.

hand them to you with a means of organized economy unparalleled in any known history of storekeeping.



THE PEOPLE OF RICHMOND

and surroundings are made full partners to this organization, full partners to the winsome prices gathered from the fountains of a world's supply, or as won by the masterly negotiations of mercantile misfortunes.

There is no secret about our business methods or prices. No secret profit tucked away under a cloak of a long-credit system. Sharp, short and decisive benefits in the prices. Savings that are real, merchandise that is honest and worthy.

Dress Goods News may be read from every shelf and counter.

New arrivals of Bright, Fresh Merchandise tell their own story, what is the regular price of these Beautiful Janty Garments here would be a sacrifice sale in other stores.

Ladies', Misses', and Children's Garments of every description.

Note a few of the prices:

Wide-Wale Serge Beaver Jackets, in newest and most approved style, to be \$4 each—all sizes.

Light French Crepe, all colors or patterns, all the new winter shades, \$1.25 coats, for \$1.25.

Silk Blousons, novel mixtures of silk and wool, for \$1.25 a yard.

All-wool Beaver Checks, in newest mixtures, all goods, for \$1.25 a yard.

Wide-Wale Cambric Hair Series, full width, \$1.25, each, with \$1.25.

French Crepe, the old \$1.25 a yard.

Handkerchiefs and Mixtures, \$1.25 to \$1.50.

Novelty Linens, the old \$1.25 a yard.

Ladies' Paris Fancy Jackets, Bourette, Imported Scotch Material, \$1.25 coats for \$1.25.

LADIES' CAPE.

Newest designs—most superior material—winter prices.

Boucle-Camel's-Hair Series Double Cape.

With velvet collar, for \$6.

Kerry Cloth Capes, trimmed with jet, for \$2.25 others of others.

VELVET CAPE.

Silk Valour Velvet Vests, Jet and Black, \$1.25.

Medicated Fingertips, \$1.25 Caps for \$1.25.

Others for \$1.25. Others for \$1.25 that fit.

Silk Valour Capes, east to reorder, \$1.25.

These \$1.25, trimmed with Thimble, for \$1.25.

CHILDREN'S WRAPS.

Hundreds of Children's Brown Tweed Hoods for \$1.25 others of Diamond Beaver, up to 18 years of age, for \$1.25.

Gretchen Caps, \$1.25 and up.

French Crepe, Boucle Gretchen Caps, \$1.25. Monday, all sizes, up to age 14 years, for \$1.25.

Monday's Sale of Ladies' and Children's Mackintoshes and Children's Cloaks in the same department.

Smart Millinery people credit us with exhibiting the choicest display of Millinery in Richmond. Fashion's daintiest finery. Every Hat of correct shape, with the cleverest Paris ideas in the making.

The very latest designs and some extra low prices.

Ladies' Knit Skirts, in solid or fancy borders, Black or Colored, the each.

Ladies' All-Wool Knit Skirts, Black or White, \$1.25.

Ladies' Cloth Edmoral Skirts, with wide frill, for \$1.25.

LADIES' FRENCH FLANNEL SHIRT-WAISTS.

An entire line of 'em just in.

Ladies' Flannel Waists, trimmed in Mohair braid, new high collar, extra full sleeves, lace back, for \$1.25—colors, Black, Navy, and Cardinal.

Children's Rob-By-Plaid Caps for \$1.25.

Golden Opportunities for the thrifty housewife to supply herself with Linens. An Extra Bargain Sale of 'em.

Pure Linen German Damask, 54 inches wide, 12 different designs, extra heavy.

German Scotch and Irish Table Damasks, pure linen, extra stout, \$1.25 a yard—grade.

\$1. Holland Damask, none better made, \$1.25 a yard.

22-inch Scotch Damask, full bleached, extra fine and heavy, \$1.25 grade.

\$2 quality of Satin Bleached Damask, 2 yards wide, an extremely fine one—

Beached Table Damask, pure linen, colored border, \$1.25, for \$1.25, a yard.

Real India Red Table Damask, extra wide, \$1.25, for a yard.

FROM 10 TO 11 O'CLOCK—Real Turkey-Red Table Damask that cost \$1.25 a yard to import, for \$1.25, a yard.

NAPKIN BARGAINS.

Pure Pure Linen Damask Napkins, \$1.25 kind, for \$1.25.

Pure Linen Napkins, pure linen satin fabric, \$1.25 kind, for \$1.25.

FROM 9 TO 10 O'CLOCK—Pure LINEN 58 DINNER NAPKINS, full bleached, and extra heavy damask, best \$1.25.

24-piece set for a customer.

FROM 11 TO 12 O'CLOCK—Pure Linen Damask, Lunch Napkins, with racy borders, \$1.25, a dozen kind, 24 each.

Towel items that attract:

Extra handsome Satin Damask Towels, very fine, thin, exquisite designs, open hemstitch, and fancy borders, \$1.25, a yard, size 22x36, 26c, cost \$1.25 a dozen to import.

50-piece lot of Fine Damask and Huck Towels, hemstitched and fringed styles, colored or white, hardly six inches, \$1.25 each; cost \$1.25 and 40c, each.

For an extra 25c, 27x36, 28x36, 30x36, 32x36, 34x36, 36x36, 38x36, 40x36, 42x36, 44x36, 46x36, 48x36, 50x36, 52x36, 54x36, 56x36, 58x36, 60x36, 62x36, 64x36, 66x36, 68x36, 70x36, 72x36, 74x36, 76x36, 78x36, 80x36, 82x36, 84x36, 86x36, 88x36, 90x36, 92x36, 94x36, 96x36, 98x36, 100x36, 102x36, 104x36, 106x36, 108x36, 110x36, 112x36, 114x36, 116x36, 118x36, 120x36, 122x36, 124x36, 126x36, 128x36, 130x36, 132x36, 134x36, 136x36, 138x36, 140x36, 142x36, 144x36, 146x36, 148x36, 150x36, 152x36, 154x36, 156x36, 158x36, 160x36, 162x36, 164x36, 166x36, 168x36, 170x36, 172x36, 174x36, 176x36, 178x36, 180x36, 182x36, 184x36, 186x36, 188x36, 190x36, 192x36, 194x36, 196x36, 198x36, 200x36, 202x36, 204x36, 206x36, 208x36, 210x36, 212x36, 214x36, 216x36, 218x36, 220x36, 222x36, 224x36, 226x36, 228x36, 230x36, 232x36, 234x36, 236x36, 238x36, 240x36, 242x36, 244x36, 246x36, 248x36, 250x36, 252x36, 254x36, 256x36, 258x36, 260x36, 262x36, 264x36, 266x36, 268x36, 270x36, 272x36, 274x36, 276x36, 278x36, 280x36, 282x36, 284x36, 286x36, 288x36, 290x36, 292x36, 294x36, 296x36, 298x36, 300x36, 302x36, 304x36, 306x36, 308x36, 310x36, 312x36, 314x36, 316x36, 318x36, 320x36, 322x36, 324x36, 326x36, 328x36, 330x36, 332x36, 334x36, 336x36, 338x36, 340x36, 342x36, 344x36, 346x36, 348x36, 350x36, 352x36, 354x36, 356x36, 358x36, 360x36, 362x36, 364x36, 366x36, 368x36, 370x36, 372x36, 374x36, 376x36, 378x36, 380x36, 382x36, 384x36, 386x36, 388x36, 390x36, 392x36, 394x36, 396x36, 398x36, 400x36, 402x36, 404x36, 406x36, 408x36, 410x36, 412x36, 414x36, 416x36, 418x36, 420x36, 422x36, 424x36, 426x36, 428x36, 430x36, 432x36, 434x36, 436x36, 438x36, 440x36, 442x36, 444x36, 446x36, 448x36, 450x36, 452x36, 454x36, 456x36, 458x36, 460x36, 462x36, 464x36, 466x36, 468x36, 470x36, 472x36, 474x36, 476x36, 478x36, 480x36, 482x36, 484x36, 486x36, 488x36, 490x36, 492x36, 494x36, 496x36, 498x36, 500x36, 502x36, 504x36, 506x36, 508x36, 510x36, 512x36, 514x36, 516x36, 518x36, 520x36, 522x36, 524x36, 526x36, 528x36, 530x36, 532x36, 534x36, 536x36, 538x36, 540x36, 542x36, 544x36, 546x36, 548x36, 550x36, 552x36, 554x36, 556x36, 558x36, 560x36, 562x36, 564x36, 566x36, 568x36, 570x36, 572x36, 574x36, 576x36, 578x36, 580x36, 582x36, 584x36, 586x36, 588x36, 590x36, 592x36, 594x36, 596x36, 598x36, 600x36, 602x36, 604x36, 606x36, 608x36, 610x36, 612x36, 614x36, 616x36, 618x36, 620x36, 622x36, 624x36, 626x36, 628x36, 630x36, 632x36, 634x36, 636x36, 638x36, 640x36, 642x36, 644x36, 646x36, 648x36, 650x36, 652x36, 654x36, 656x36, 658x36, 660x36, 662x36, 664x36, 666x36, 668x36, 670x36, 672x36, 674x36, 676x36, 678x36, 680x36, 682x36, 684x36, 686x36, 688x36, 690x36, 692x36, 694x36, 696x36, 698x36, 700x36, 702x36, 704x36, 706x36, 708x36, 710x36, 712x36, 714x36, 716x36, 718x36, 720x36, 722x36, 724x36, 726x36, 728x36, 730x36, 732x36, 734x36, 736x36, 738x36, 740x36, 742x36, 744x36, 746x36, 748x36, 750x36, 752x36, 754x36, 756x36, 758x36, 760x36, 762x36, 764x36, 766x36, 768x36, 770x36, 772x36, 774x36, 776x36, 778x36, 780x36, 782x36, 784x36, 786x36, 788x36, 790x36, 792x36, 794x36, 796x36, 798x36, 800x36, 802x36, 804x36, 806x36, 808x36, 810x36, 812x36, 814x36, 816x36, 818x36, 820x36, 822x36, 824x36, 826x36, 828x36, 830x36, 832x36, 834x36, 836x36, 838x36, 840x36, 842x36, 844x36, 846x36, 848x36, 850x36, 852x36, 854x36, 856x36, 858x36, 860x36, 862x36, 864x36, 866x36, 868x36, 870x36, 872x36, 874x36, 876x36, 878x36, 880x36, 882x36, 884x36, 886x36, 888x36, 890x36, 892x36, 894x36, 896x36, 898x36, 900x36, 902x36, 904x36, 906x36, 908x36, 910x36, 912x36, 914x36, 916x36, 918x36, 920x36, 922x36, 924x36, 926x36, 928x36, 930x36, 932x36, 934x36, 936x36, 938x36, 940x36, 942x36, 944x36, 946x36, 948x36, 950x36, 952x36, 954x36, 956x36, 958x36, 960x36, 962x36, 964x36, 966x36, 968x36, 970x36, 972x36, 974x36, 976x36, 978x36, 980x36, 982x36, 984x36, 986x36, 988x36, 990x36, 992x36, 994x36, 996x36, 998x36, 1000x36, 1002x36, 1004x36, 1006x36, 1008x36, 1010x36, 1012x36, 1014x36, 1016x36, 1018x36, 1020x36, 1022x36, 1024x36, 1026x36, 1028x36, 1030x36, 1032x36, 1034x36, 1036x36, 1038x36, 1040x36, 1042x36, 1044x36, 1046x36, 1048x36, 1050x36, 1052x36, 1054x36, 1056x36, 1058x36, 1060x36, 1062x36, 1064x36, 1066x36, 1068x36, 1070x36, 1072x36, 1074x36, 1076x36, 1078x36